

The  
biggest Christmas public  
in the world always wants  
the best and newest ~

MORE than a million New Improved Gillettes  
have been sold since last May.

How many more millions of men hope for  
a New Improved Gillette for Christmas is *beyond  
estimate.*

The New Improved Gillette has proved the most *legitimate  
sensation* of any shaving device in the history of the world.

More men want it than have ever wanted any one gift in all  
the Christmas Days of the past.

And especially that great national multitude of *old-type* Gillette  
users who can't get the New Improved Gillette *any too soon.*

This Christmas preferred!

"Traveler"  
A complete shaving outfit.  
Triple Silver-Plated New Improved Gillette.  
Shaving Brush and Stick.  
Gillette Shaving Soap in  
metal container. 24 Shav-  
ing Edges (12 double-  
edged Gillette Blades) in  
metal Blade Box. \$7.50  
In Gold (with indestructi-  
ble Metal Mirror) \$10.00



"New Standard"  
Genuine Leather  
Covered Case. Triple  
Silver-Plated New  
Improved Gillette.  
Metal Blade Box.  
24 Shaving Edges  
(12 double-edged  
Gillette Blades).  
In Gold \$6.00



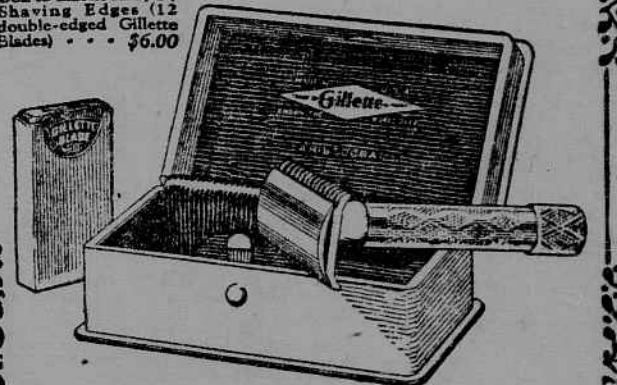
GILLETTE SAFETY RAZOR CO.  
BOSTON, U. S. A.

The New  
Improved  
Gillette  
SAFETY  
RAZOR  
Patented January 13, 1920

"Lady Decollete"  
The appropriate set for  
ladies. To keep the  
under-arm smooth.  
Set consists of special  
Gold-Plated Gillette Ra-  
zor and Gold-Plated  
Blade Box containing  
24 Shaving Edges (12  
double-edged Gillette  
Blades) . . . \$6.00



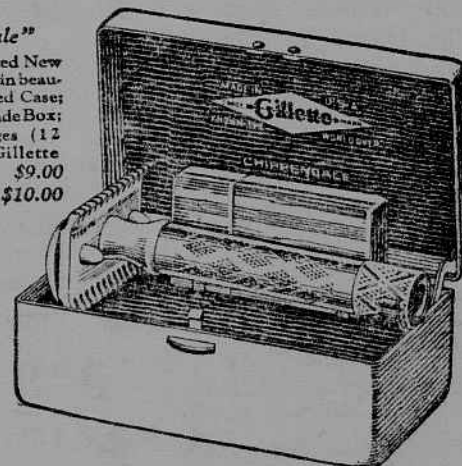
"Aristocrat"  
Imitation Ivory Case.  
Gold-Plated New Im-  
proved Gillette. Blade  
Box to match case; 24  
Shaving Edges (12  
double-edged Gillette  
Blades) . . . \$6.00



"Chesterfield"  
A small compact set.  
Triple Silver-Plated New  
Improved Gillette. Hand-  
some engine-turned Case  
and Blade Box; 24 Shav-  
ing Edges (12 double-  
edged Gillette Blades)  
\$9.00  
In Gold . . . \$10.00



"Chippendale"  
Triple Silver-Plated New  
Improved Gillette in beau-  
tiful engine-turned Case;  
engine-turned Blade Box;  
24 Shaving Edges (12  
double-edged Gillette  
Blades) . . . \$9.00  
In Gold . . . \$10.00



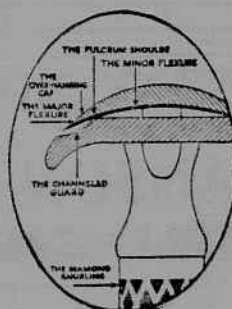
"Big Fellow"  
Selected Natural  
Finish Gumwood  
Case. Triple Silver-  
Plated New Im-  
proved Gillette with  
larger and heavier  
handle. Metal Blade  
Box; 24 Shaving  
Edges (12 double-  
edged Gillette  
Blades) . . . \$5.00  
In Gold . . . \$6.00



"Tuckaway"  
A small compact set.  
Triple Silver-Plated New  
Improved Gillette. Triple  
Silver-Plated Case; metal  
Blade Box; 24 Shaving  
Edges (12 double-edged  
Gillette Blades) . . . \$5.00  
In Gold . . . \$6.00



The New Improved  
GILLETTE SAFETY RAZOR  
Uses the same fine Gil-  
lette Blades as you have  
known for years—but  
now your Blades can give  
you all the luxury of the  
finest shaving edge in the  
world.  
A shaving edge guarded  
from the face, but free  
to the beard.



Identify the New Improved  
Gillette by its  
Fulcrum Shoulder  
Overhanging Cop  
Channelled Guard  
Micrometric Precision  
Automatic Adjustment  
Diamond Knurled Cam  
Diamond Trademark on Guard  
Flare Shave—Longer Service  
More Shaves from your Blades  
In SILVER and GOLD  
Shaving Sets and Traveler Outfits  
\$5 to \$75

Gillette